



# MCG MANAGEMENT CONSULTING GROUP

## SPRING 2020 NEWSLETTER

*This newsletter is meant to keep MCG members, alumni, and professionals aware of the happenings of the club.*

### **2020-2021 MCG Executive Board:**

Isabella Martinez, President | Julian Alegre, Vice President of CEP | Joseph Kosinski, Vice President of Competitions | Alyssa Pelkey, Vice President of Education | Brian Reumann, Senior Advisor | Julia Bracco, Senior Advisor | Connor Blanchard, Senior Advisor | Maya Shah, Senior Advisor

# ISABELLA MARTINEZ – SIGNING ON



Dear Valued Alumni,

The Management Consulting group is excited to share this newsletter that features our year's successes and goals moving forward. This year, we started our fall semester strong through expanding our organization's outreach and impact, as well as successfully navigating our way through the challenges posed by COVID-19. Looking towards the future, I could not be more excited to lead as president. I hope to continue the growth MCG has seen over the past few years. I am confident in this year's team to reach new milestones in campus engagement and the development of consulting talent at Binghamton.

We have already gotten to work on some of our goals set for next year. We have shifted our outreach team to become the education team. This team will have an additional concentration on educating Binghamton students to help them think as consultants and prepare the skills necessary to pursue a career in consulting, tying back into our club's mission. Additionally, we are at work to plan case competitions that attract a diverse pool of participants while exploring potential external case opportunities. We are proud of new levels of diversity across groups and majors achieved in our case competitions and Consulting Development Program and hope to continue that growth moving forward. Lastly, our Consulting Engagement Program (CEP) team is applying to be a part of the 180 Degrees Consulting network. This is aimed to enhance our quality of work and increase opportunities for our team.

Finally, I want to say thank you. My favorite aspect of MCG has always been our network. We deeply appreciate your continued support for MCG. Your involvement has been a valued part of our organization's development and success. I am thankful to be a part of our strong network and look forward to leading MCG and working with the E-board this upcoming year.

Best,  
Isabella Martinez  
Class of 2022

# VICE PRESIDENT INTRODUCTIONS

## **Joseph Kosinski, VP of Competitions**



Joe will be the VP of Competitions for the 2019-2020 school year. He is a rising junior majoring in Accounting and Finance. This past year Joe was an E-board intern and also a member of the Consulting Development Program. He is excited about the opportunity to hold a leadership position in MCG and is looking forward to working with future students to help them grow both in and out of the classroom. Outside of MCG, Joe enjoys watching sports, playing basketball, and being with friends.

## **Julian Alegre, VP of Consulting Engagement Program (CEP)**



Julian is a rising junior majoring in Management Information Systems and Leadership & Consulting. This past academic year, Julian served on the CEP committee and was a member of another student organization called TAMID, where he performed pro-bono consulting for start-ups in Binghamton and Israel. Julian also serves as the Vice-President of Sports Management Group, an organization he founded as a freshman. This summer, Julian will be interning with PwC as part of their Start Internship Program. In his free time, he enjoys watching soccer and playing with his dog.

## **Alyssa Pelkey, VP of Education**



Alyssa will be entering her junior year as an Accounting major with a concentration in Management Information Systems. She will be assuming the new role of VP of Education for the upcoming academic year. Previously, she served as a member of the former outreach committee, where she worked to build upon the relationship between MCG's professional network and students on campus. With her new committee, she is looking forward to taking the skills she has learned and exploring even more exciting opportunities for MCG and its club members. Outside of MCG, Alyssa is an avid ultimate frisbee player despite having debatable hand-eye coordination in daily life tasks.

# EXECUTIVE BOARD STRUCTURE



**Isabella Martinez '22,  
President**



**Brian Reumann '21,  
Senior Advisor to the  
President**

**Joseph Kosinski '22,  
Vice President of  
Competitions**



**Connor Blanchard '21,  
Senior Advisor to the  
VP of Competitions**

**Julian Alegre '22,  
Vice President of CEP**



**Julia Bracco '21,  
Senior Advisor to the  
VP of CEP**

**Alyssa Pelkey '22,  
Vice President of  
Education**



**Maya Shah '21,  
Senior Advisor to  
the VP of Education**

# COMMITTEE BREAKDOWN

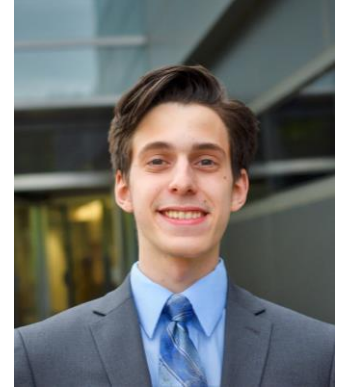
## Competitions



**Anna Kasmanoff '23,  
Business Administration &  
Marketing**



**Josh Schaffer '23,  
Accounting**



**Mark Stein '22,  
Marketing & Management  
Information Systems, Minor in  
Health and Wellness**

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## Education



**Thomas Bodkin '23,  
Accounting & Management  
Information Systems**



**Laman Mirzaliyeva '23,  
Accounting & Management  
Information Systems**

# COMMITTEE BREAKDOWN (CONTINUED)

## Consulting Engagement Program (CEP)

Client Lead



**Luke Petrsoric '22**  
**Finance and Management**  
**Information Systems**



**Anna Braz '21**  
**Finance and Management**  
**Information Systems**



**Benjamin Sorensen '23**  
**Business Analytics & Finance**



**Allison Galkin '22**  
**Accounting & Management**  
**Information Systems**



**Veronica Udall '23**  
**Business Administration**



**Lukas Nikolic '23**  
**Business Administration**



**Evan Habert '23**  
**Business Administration**

# CONSULTING ENGAGEMENT PROGRAM

## Enhance Virtual Reality (Spring 2020)

The Consulting Engagement Program had another rewarding semester. The committee worked with Binghamton alum Matthew Gill on his company Enhance-VR, a start-up virtual reality company that focuses on training modules for manufacturing companies, medical practices, and more. The team created a new website, business plan equipped with a cost calculator, and marketing strategy. Recently, Matthew has claimed that MCG's support has helped him to "win new business" for Enhance-VR. Feel free to see the team's work on the website here:

<https://www.enhancevr.co/>. The CEP team is grateful for the semester's experience and looking forward to working with Enhance-VR again this fall.



## Exciting Changes

MCG is proud to announce a new endeavor for the CEP team, which will allow the club to make large strides in both its consulting reach and credibility. The CEP team is in the final stage of an extensive application process to start a branch of 180 Degrees Consulting at Binghamton University. 180 Degrees Consulting is the world's largest consultancy for non-profit and socially minded organizations. With a branch of 180 Degrees Consulting, the program will have the ability to connect with and learn from other branches at elite universities, increase the number of students involved, have access to vast consulting resources, and work under a professional and recognized name. Securing a branch for Binghamton University will be a tangible milestone to recognize the growth of MCG in recent years. To accommodate these changes, MCG has expanded the size of the CEP team to include six committee members and one committee lead, in addition to the existing vice president. The CEP team is hoping to have the branch established for the fall semester.



180Degrees  
CONSULTING

# CONSULTING DEVELOPMENT PROGRAM

## 2020 Iteration of CDP

With 22 students spanning three professional schools and three academic years, the diversity of this year's Consulting Development Program (CDP) class is the result of efforts made by MCG to include new student populations into our club. Tasked with the goal of increasing the legitimacy and impact of CDP, the MCG leadership team made large strides in pursuit of creating an all-encompassing, consulting focused professional development and education program. Responding to the insight from prior CDP students, this year's leadership team leveraged the diverse and numerous voices in the MCG network to provide a comprehensive program that exposes students to unique perspectives from those with prior experience. A syllabus was built that introduces students to necessary industry knowledge, equips them with essential professional skills, gives them a chance to interact with MCG alumni, and compete in a culminating case competition to display their skills. Leveraging the experience and willingness to help from our network of MCG students and alumni, the students completed various networking calls and mock interviews to hone their professional skills further.

As the COVID-19 pandemic set in prior to the launch of the annual CDP Capstone Case Competition, the leadership team decided to move forward with the case competition with an adjusted format. Students constructed and presented their recommendations for this year's company, Pfizer, through three virtual rounds of competition. The MCG team is currently discussing ways to appropriately recognize all the students through an in-person Final Round Case Competition on campus this fall.

### Recommendation Overview

- Increase R&D in Low Funded Drug Categories**  
Expand research on specific Pfizer drugs
- Utilize Backwards Vertical Integration**  
Form a strategic alliance with Inrad Optics
- Grow a Patient-Centric Image Digitally**  
Collaborate with companies to expand positive reach

Introduction | Problem ID | **Recommendations** | Implementation | Financials | Risks and Mitigations | Conclusion

### Acquisition of a Company

**Key Statistics**

Pfizer Increase in R&D Spending

Year	R&D Spending (Billion USD)
2011	10.0
2012	10.5
2013	11.0
2014	11.5
2015	12.0
2016	12.5
2017	13.0
2018	13.5
2019	14.0
2020	14.5

- The overall cost in developing a new drug comes out to an average total cost of **\$2.6 Billion**
- Part of Pfizer's R&D cost is **Tanezumab** which is a non-opioid pain management drug, but results in trials aren't promising

**Possible Acquisitions**

- PACIRA BIOSCIENCES, INC.
- Alacer Corp. → Emergen-C
- King Pharmaceuticals → EMBEDA

Introduction | Recommendations | Implications | Conclusion



# INTERVIEW ACADEMY

This semester, MCG hosted its annual Interview Academy Series to assist Binghamton students as they enter their recruitment period. The Interview Academy was broken down into three separate events, all taking place in the same week-long period. Each event was focused on a different type of interview that students will typically encounter during the recruitment cycle. We began with video interview preparation. This covered proper etiquette, tips and tricks, and exposed the students to the different platforms that firms have used. Continuing with the series the following day, MCG E-board members briefed students on behavioral interviews. Topics ranged from typical questions asked, common mistakes, and ways that they can differentiate themselves when answering basic questions. The week wrapped up with debriefing students on a more complex interview type: case interviews. This involved case interview preparation, different ways to approach a case, and walked them through an example case.



## **Day 1: Video Interview Prep**



## **Day 2: Behavioral Do's and Don't's**



## **Day 3: Case Interview Prep**

# LOOKING FORWARD

## COVID-19 Update

As Binghamton University shifted to virtual learning this past semester, MCG quickly adapted to an online format. For next semester, the school is planning to have students on campus; however, it is unclear what the future may hold. That being said, MCG will plan for in-person events and design virtual back-up plans. We will be able to utilize our knowledge from shifting to a virtual learning environment this semester to create effective events should they be virtual. Below are some of MCG's upcoming fall activities:

### **SOM Dean's Case Challenge:**

MCG is looking forward to organizing the Dean's Case Challenge with Dean George Bobinski for School of Management students this fall. This case will be held at the start of the semester. Its purpose is to introduce students to case theory and problem solving through a real-life scenario. Additionally, MCG is committed to offering pointed workshops to aid students in learning about opportunities within consulting and MCG as a whole.

### **Capstone Case:**

This fall, MCG will host the delayed final round of the Capstone Case for the spring 2020 Consulting Development Program students. We decided to move the final round to the fall to afford the opportunity for students to have an in-person graduation and interact with alumni. We are in the midst of planning a time and date for the event, but we aim to have it at the start of the semester. We are excited to continue connecting our CDP members with our ever-growing professional network.

### **EY TechX Case Competition:**

MCG will be partnering with EY for the fifth-annual EY TechX Case Competition. This case will be centered on a technology related topic with an emphasis on innovation. Complimentary to the competition, we will be hosting a set of workshops to assist students throughout the process. Our team is eager to continue putting on this competition.

# BRIAN REUMANN – SIGNING OFF



Dear Valued Alumni,

A few weeks ago, while speaking with prospective MCG executive board members, I was asked, “What regrets do you have while you were with MCG?”. Contemplating an answer, I wrestled with the thought of trying to separate the idea of regret with that of error. Despite the growing list of things that I believe that I would now do differently, I was comforted by an absence of regret. I shared that understanding the value of learning from mistakes has made it difficult to regret them.

In 5 short years, MCG has grown in astounding ways and routinely found new success. We’ve reached unprecedented depths of student engagement, devised impactful strategies that left an impression in our community, and explored new ways to facilitate interactions between our outstanding alumni and talented students. This success has not come due to the absence of mistakes, rather as a result of learning from them. Building MCG to the place it is now has been the cumulative effect of an exceptional commitment to progress through years of trial and error. We've been fortunate to receive praise from the university on our implementation and operation of various events and initiatives, yet it is the ability to understand our prior errors, honestly address them, and tactfully respond to them that, I believe, is a hallmark strength of this club.

As the student was getting a longer answer than they probably bargained for, I concluded that the commitment to improving, long expressed by the individuals that make up MCG, blocks regret from creeping in. It is difficult to anguish over a mistake when we know it will help us grow in the future.

I share this experience during a period of transition for our club because it highlights what excites me the most about next year’s MCG team. After working with next year’s executive board, I’ve taken notice of their desire to improve and grow the organization that they are leading. I know that under Bella’s exceptional leadership, she will raise the bar higher than where she found it, lifting up the people and organization as it rises.

Best,  
Brian Reumann  
Class of 2021

# ADDITIONAL INFORMATION

## FUNDING

The Management Consulting Group (MCG) seeks funding from alumni in order to run major club events, including its Winter Consulting Night and Binghamton University Consulting Capstone. (*The money goes towards catering and renting locations!*). These events allow the club to connect its high-achieving students to the Binghamton University consulting network.

MCG receives funds through the SOM Consulting Development Fund, founded by Eric Hu, SOM '06. Funds through this account are only available to the Management Consulting Group President for club purposes, with spending approval from Dean Upinder Dhillon. The fund is held by the Binghamton University Foundation and designated for this cause. Future expenditures could include sending a select team of students to an external case competition (a case competition at another university) or purchasing training resources for the Consulting Development Program. Additional funding will allow the club to continue to improve and grow.

If you wish to donate please click the button below. Under “Fund Options” choose “Other” and write the following in the special instructions box: **SOM Consulting Development Fund**.

In the event that you donate to MCG, email your donation confirmation to [consulting@mcgbinghamton.com](mailto:consulting@mcgbinghamton.com) so that you can be recognized in the next newsletter!

[Donate to MCG](#)

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